4/5/84
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PLUS
BUSINESS
Focus on addressability

- CAB confab reflects a cautious optimism
- STL Cablevision wins key St. Louis vote
- Pittsburgh pols ponder Warner/TCI deal
- C-SPAN king of (Capitol) Hill at age 5

CableVision

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April 9, 1984

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Spring Construction '84: Rebuilding for profit

CableVision

This Week in Cable, pages 16-26

April 9, 1984, Volume 9, Number 32

UNITED EYES BALTIMORE

Baltimore's latest request for proposals elicits one response, from Denver-based United Cable TV. Caltec Cablevision, a local company involved in the last round of bidding, failed to turn in a second proposal after city officials refused its request to extend the deadline to April 15.

BUYERS FLOCK TO CAB

The Cabletelevision Advertising Bureau's third annual conference, held in New York City, draws more than a thousand attendees—many of them advertising buyers who hold the fate of ad-supported cable in their hands.

A CHANGING OF THE GUARD

Representatives of Warner Amex Cable meet with city officials in Pittsburgh to discuss the proposed sale of its city system to Tele-Communicaitons Inc.

DEARBORN MAYOR NABBED

The mayor of Dearborn Heights, Mich., is indicted by a federal grand jury for extortion, conspiracy and obstruction of justice in connection with franchise bids from five cable companies.

H.R. 4103 ON HOLD

Bright prospects for a quick resolution of conflicts over House Cable legislation dimmed when city and cable negotiators hit a snag over the issues of rate regulation and franchise renewal.

FNN STRIKE GOES ON

The strike against the Financial News Network continued last week, with two striking workers returning to the job.

OAK TAKES A LOSS

Oak Industries reported a 1983 loss of $166 million last week. Meanwhile, executives claim favorable initial results in Oak's test of a new addressable converter.

What's in the Sections

PROGRAMMING 28

Prime of Life Network launched this week with programming fare targeted to one of the fastest growing segments of the U.S. population—adults 45 and over.

MARKETING/ADVERTISING 34

Turner Broadcasting System syndicates Jacques Cousteau's "Amazon." TBS executives explain the syndication trend.

BUSINESS 79

In an analysis of Detroit's cable system, correspondent Stephen Advokat finds Barden Cablevision will have to achieve one of the nation's highest penetration rates to become profitable.

GOVERNMENT & LAW 86

C-SPAN celebrated its fifth birthday last month. President Brian Lamb looks forward to more state and local coverage, and a nationwide fundraising campaign.

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About the cover

Malcolm Farley's illustration highlights this issue's focus on construction.

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PLUS

Rebuilding: a problem and a project

Rebuilding often is necessary to keep an aging plant profitable—and to keep that all-important local franchise. In a special *CableVision Plus* report, we take our readers on a journey from Mineral Wells, Tex., to Malibu, Calif., and beyond, learning how various operators have prepared for the task. Indeed, preparation is the key to the success of the process.

Titsch Communications Inc.

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Dean J. Kilpatrick, Executive Vice President/Chief Operating Officer
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

Michael B. McCready, Vice President/Publisher
Victor Livingston, Editor-in-Chief (New York)

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VBPA

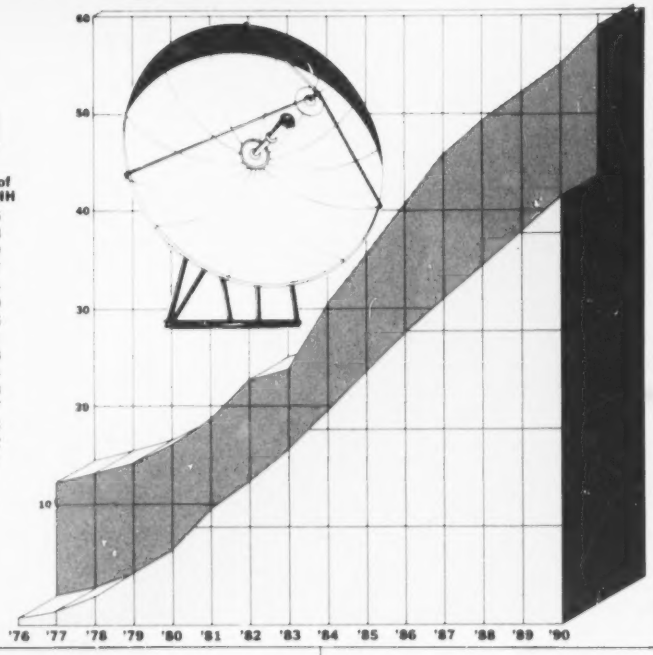
CABLE STATS

Pay/basic cable growth

Legend: Basic Subs ■ Pay Subs □

Year	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,968,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1990 are projections.



Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Storytime (text)	8
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
Biznet (Viacom)	15
Bravo (ESPN)	2
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Launched April 7, 1983; no national programming services
Satcom II-R—Launched Sept. 8, 1983; no cable

Westar V (Western Union)

	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Group W Satellite Corp.	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	9D
National Jewish Television	12X
SelecTV (Wold Communications)	3D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7D
ON TV	5V, 6V
The Silent Network	9H

Galaxy I (Hughes)

	Transponder
CBN	11
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	23
The Movie Channel	14
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Galaxy II—Launched Sept. 22, 1983; 1983: no cable
Galaxy III—Projected launch June 1984; 24 transponders; 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1); Landmark Communications (1); Bonneville International (2); Southern Baptist Convention (1); Radio and TV Commission (also Southern Baptist Convention) (1); United Video (1); Midwest Communications (1); Double-B Enterprises (1); Rainbow Communications (1); NBC (1); Cox Communications (1); Bilalink (1/2); Southern Pacific Communications Co. (3).

Spacenet II—Projected launch August 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Source: Titsch Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(2/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,005,469	(1/84)
4	Cox Cable Communications Inc	1,471,032	(2/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	938,200	(2/84)
8	Continental Cablevision	852,000	(2/84)
9	Newhouse Broadcasting[1]	822,141	(2/84)
10	Viacom Cablevision	740,342	(2/84)
11	United Cable Television Corp	670,440	(1/84)
12	Sammons Communications, Inc	584,588	(2/84)
13	Rogers Cablesystems, Inc	504,508	(2/84)
14	CableVision	479,000	(2/84)
15	Comcast Cable Communications	453,276	(2/84)
16	Telecable Corporation	388,473	(12/83)
17	Jones Intercable	379,980	(2/84)
18	Heritage Communications Group	372,102	(2/84)
19	Capital Cities Cable, Inc	353,080	(2/84)
20	UA Cablesystems Corp	345,000	(2/84)
21	General Electric Cablevision	325,325	(2/84)
22	Wometco Cable TV Inc	278,682	(2/84)
23	Century Communications Corp	270,000	(1/84)
24	Prime Cable Corporation	262,119	(2/84)
25	Multimedia Cablevision, Inc[2]	255,202	(2/84)
26	Centel Cable Television Company	236,535	(2/84)
27	TCA Group	236,498	(2/84)
28	Daniels & Associates Inc	231,364	(1/84)
29	Maclean Hunter Cable TV Ltd	231,293	(1/84)
30	Service Electric Cable TV Inc	189,500	(1/84)
31	American Cablesystems Corp	186,950	(2/84)
32	Scripps Howard Cable Services Co	182,400	(1/84)
33	Colony Communications, Inc	177,015	(1/84)
34	Rollins, Inc	167,000	(1/84)
35	Cable Vision Industries	165,662	(2/84)
36	Cablentertainment	162,648	(2/84)
37	Western Communications	147,923	(2/84)
38	Tribune Cable Communications	147,822	(1/84)
39	McDonald Group	139,585	(6/83)
40	Harron Communications Corporation	121,747	(2/84)
41	Communications Service, Inc	120,371	(3/83)
42	Adams-Russell Communications	117,325	(2/84)
43	Midwest Video Corporation	114,615	(12/81)
44	McCaw Communications	114,600	(2/84)
45	Adelphia Communications	112,988	(2/84)
46	Sutton Capital Group[3]	112,164	(1/84)
47	Buckeye Cablevision	111,658	(2/84)
48	Midcontinent Cable Systems Company[4]	111,571	(12/83)
49	Televents Inc	107,443	(12/83)
50	Falcon Communications	100,000	(12/83)
51	Harris Cable Corporation	98,000	(12/83)
52	Communications Systems, Inc	94,841	(2/84)
53	Armstrong Utilities	94,036	(2/84)
54	Lenfest Group	88,073	(2/84)
55	Multi-Channel TV Cable Company	87,472	(12/83)
56	Summit Communications	85,922	(2/84)
57	McClatchy Newspapers	81,475	(2/84)
58	King Videocable Co	79,404	(2/84)
59	Perry Cable TV Corporation	79,325	(2/84)
60	Palmer Communications	78,403	(2/84)
61	National Telecommunications Corp	76,655	(12/83)
62	Greater Media	76,551	(10/83)
63	US Cable Corp	75,000	(11/83)
64	WEHCO Video Inc	72,246	(2/84)
65	Ultacom Inc	69,382	(1/84)
66	Omega Communications	68,000	(12/83)
67	Acton Corp	67,622	(12/83)
68	The Essex Group	67,000	(2/84)
69	Booth Communications Company	66,972	(2/84)
70	Cable Management Associates Inc	63,200	(2/84)
71	Wabash Cablevision	63,000	(2/84)
72	Sonic Cable TV	62,949	(1/84)
73	Consolidated Cable Systems	59,865	(9/83)
74	Pencor Services, Inc	58,979	(2/84)
75	Marsh Media	55,485	(2/84)
76	Omni Cable TV Corp	53,927	(11/83)
77	Selkirk Communications	53,595	(2/84)
78	The Daily Press	52,000	(2/84)
79	Susquehanna Broadcasting	51,278	(2/84)
80	Matrix Enterprises	43,033	(2/84)
81	Helicon Corporation	42,900	(2/84)
82	Chambers Communications Corp	40,803	(2/84)
83	Simmons Communications	40,549	(2/84)
84	Harte Hanks Communications	40,391	(2/84)
85	Donrey Cablevision	40,163	(2/84)
86	Joseph Gans	38,901	(12/83)
87	National Cablesystems Inc	37,035	(12/83)
88	Combined Cable Corporation	37,000	(2/84)
89	Clear TV Cable Corporation	36,949	(12/83)
90	Masada Corporation	35,500	(2/84)
91	New England Cablevision, Inc	33,498	(1/84)
92	Multivision Group	32,885	(2/84)
93	Cable Holdings, Inc	32,185	(2/84)
94	Wisconsin Cablevision and Radio Co., Inc	31,973	(2/84)
95	Star CATV Investment Corp	31,714	(2/84)
96	First Carolina Communications Inc	30,400	(2/84)
97	Southern Cablevision	30,000	(4/83)
98	United Video Management	29,760	(12/83)
99	Mid America Media	29,285	(1/84)
100	United Broadcasting Company	28,000	(11/83)

1 Includes MetroVision, NewChannels, Vision Cable
2 Includes Tar River Communications
3 Includes owned and partially owned systems
4 Includes systems owned and with controlling interest
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	239,669	(2/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	171,930	(2/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,000	(2/84)
10	Tulsa, OK	United Cable	111,771	(1/84)
11	Audubon, NJ	NYT Cable	110,275	(1/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	105,729	(2/84)
14	Erie County, NY	Prime Cable Corp	102,719	(2/84)
15	Tidewater (Norfolk), VA	Cox Cable	102,073	(2/84)
16	San Jose, CA	Gill Industries	102,000	(2/84)
17	Austin, TX	ATC	98,900	(12/83)
18	Honolulu, HI	ATC	97,100	(12/83)
19	Memphis, TN	ATC	94,300	(12/83)
20	Seattle, WA	Group W Cable	93,403	(1/84)
21	Central Islip, NY	Viacom Cablevision	92,773	(2/84)
22	Jefferson Parish/Kenner, LA	Cox Cable	92,251	(2/84)
23	Toledo, OH	Buckeye Cablevision	91,657	(2/84)
24	Jacksonville, FL	Continental	90,500	(12/83)
25	Manhattan, NY	Group W Cable	87,613	(1/84)
26	Englewood, CO	United Cable	86,432	(1/84)
27	San Francisco, CA	Viacom Cablevision	84,640	(2/84)
28	Greater San Juan, PR	Harris Cable	83,000	(12/83)
29	Grand Rapids, MI	General Electric	79,800	(2/84)
30	San Diego, CA	ATC	78,900	(12/83)
31	Wilmington, DE	Rollins Cable	78,800	(1/84)
32	Wichita, KA	Multimedia Cablevision	77,611	(12/83)
33	Dallas, TX	Warner Amex	76,059	(12/83)
34	Seattle, WA	Viacom Cablevision	75,670	(2/84)
35	Pittsburgh, PA	Warner Amex	72,045	(12/83)
36	Phoenix, AZ	Times Mirror	67,992	(2/84)
37	Richmond/Henrico County, VA	Continental	66,106	(2/84)
38	New Orleans, LA	Times Mirror	66,085	(2/84)
39	Omaha, NE	Cox Cable	65,871	(2/84)
40	South Bend, IN	Heritage	65,126	(2/84)
41	Charlotte, NC	ATC	64,600	(12/83)
42	Broward County, FL	Storer	64,166	(2/84)
43	Baton Rouge, LA	Daniels & Assoc	63,916	(1/84)
44	Tacoma, WA	Cable TV of Puget Sound	63,760	(2/84)
45	Cleveland Heights, OH	Viacom Cablevision	63,688	(2/84)
46	Louisville, KY	Times Mirror	63,213	(1/84)
47	Santa Monica, CA	Group W Cable	63,124	(1/84)
48	Jefferson County, KY	Storer	63,044	(2/84)
49	Columbus, OH	Warner Amex	62,523	(12/83)
50	Pompano Beach, FL	American Cablesystems	62,000	(2/84)
51	Oklahoma City, OK	Cox Cable	60,548	(2/84)
52	Buffalo, NY	Cablescope	60,439	(1/84)
53	El Paso, TX	Group W Cable	60,198	(12/83)
54	Santa Barbara, CA	Cox Cable	60,156	(1/84)
55	Allentown, PA	Service Electric Cable	60,000	(1/84)
56	St. Petersburg, FL	Group W Cable	59,834	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	59,753	(2/84)
58	Flint, MI	Comcast Cable	58,621	(2/84)
59	Kansas City, MO	ATC	59,100	(12/83)
60	Allentown, PA	Twin County Cable	58,500	(8/83)
61	Snohomish County, WA	Viacom Cablevision	58,423	(2/84)
62	Akron, OH	Warner Amex	58,339	(12/83)
63	Indianapolis, IN	Wabash Cablevision	58,000	(2/84)
64	Monterey, CA	Western Communications	57,646	(2/84)
65	Sarasota, FL	Storer Cable	57,014	(2/84)
66	Harrisburg, PA	Sammons	56,630	(2/84)
67	Hartford, CT	Times Mirror	55,132	(2/84)
68	New Britain, CT	United Cable	55,128	(1/84)
69	Chicago Suburbans (Oak Park), IL	CableVision	55,000	(1/84)
70	Columbus, OH	Coaxial Communications	54,300	(1/84)
71	Des Moines, IA	Heritage Communication	54,167	(2/84)
72	Binghamton, NY	NewChannels Corp	53,790	(2/84)
73	Las Vegas, NV	Times Mirror	53,226	(2/84)
74	Clearwater, FL	Newhouse Broadcasting	53,000	(2/84)
75	New Haven, CT	Storer	52,884	(2/84)
76	Port Arthur, TX	TCI	52,470	(12/83)
77	Knoxville, TN	TeleScripps	51,777	(2/84)
78	Shreveport, LA	ATC	51,400	(12/83)
79	Bridgeport, CT	CableVision	51,160	(1/84)
80	Canton, OH	Warner Amex	51,086	(12/83)
81	Westchester County, NY	UA Cablesystems	51,000	(2/84)
82	Charleston, SC	Storer	50,728	(2/84)
83	Atlanta, GA	Prime Cable	50,710	(2/84)
84	Jackson, MS	ATC	50,700	(12/83)
85	Escondido/San Diego, City, CA	Times Mirror	50,680	(2/84)
86	Nashville, TN	Viacom	50,399	(2/84)
87	San Rafael, Marin Cty., CA	Viacom	50,073	(2/84)
88	Reading, PA	ATC	50,000	(12/83)
89	Chattanooga, TN	TeleScripps	51,611	(2/84)
90	Lexington, KY	Telecable Corp	48,145	(12/83)
91	Peoria, IL	General Electric	48,100	(2/84)
92	Quint Cities, IL	Cox Cable	48,093	(2/84)
93	Northridge, CA	Cable America	48,000	(1/84)
94	Winston-Salem, NC	Summit Communications	47,752	(2/84)
95	Albuquerque, NM	Tribune Cable	47,439	(1/84)
96	Albany, NY	ATC	46,700	(12/83)
97	Worcester (Leicester), MA	Greater Media	46,608	(10/83)
98	Birmingham, AL	ATC	46,600	(12/83)
99	Spokane, WA	ATC	46,179	(2/84)
100	Hillsborough, FL	Group W Cable	46,000	(1/84)

1 Includes Orlando, FL and Melbourne, FL
Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc